

**Increasing Profits and Reducing Theft with Biometric-Enabled POS**



Hooters has 452 restaurants worldwide. With that many locations and thousands of employees, Hooters wanted to prevent theft, improve productivity and monitor time and attendance. Hooters needed a POS system that could help alleviate these issues. Several methods of employee authentication were considered to help manage these issues:

**PINs**

Personal Identity Numbers, a traditional system for POS user sign-in and identification was seen as being the weakest of all identification methods used:

- PINs can be obtained by standing over someone
- Personnel can confuse work PINS with their personal ones
- They are easily shared between employees to clock in a friend or perform a task
- With an Enterprise System of 20,000 users, finding a unique custom PIN (one that isn't already used by another employee) can be challenging

**Swipe Cards**

Other systems use swipe cards as the login method. Although swipe cards are a little more secure because you can ensure the number of digits is longer than traditional PIN's, users typically do not know the number that has been assigned to them.

- While a little more difficult to obtain, they can be — and are — borrowed or stolen
- They can be easily forgotten at home or lost
- They can get easily passed from one individual to other

**Management Overhead**

When a manager is busy, having to issue new swipe cards or PINs, costs valuable time in the most critical part of the shift. A manager has deliveries being made, pre-orders coming in, supplier orders needing to be turned in, employees calling in, checklists to fill out...and while doing all of this, having to assign new PINs or Swipe Cards to employees that forgot them becomes an unnecessary hassle and distraction.

**Time and Attendance Fraud**

"Trying to catch or prevent employees clocking in friends adds to a manager's list of concerns. 'Buddy Punching', the act of clocking in someone else, may seem harmless to most employees, but it can be costly, especially across a chain," says Wes Marco, Director of IT for Hooters America, "Additionally, the peer pressure between employees to do this, makes employees feel uncomfortable, which impacts morale."

**Unauthorized Access**

As much as a company tries to police users not to share their credentials, the reality exists that they can and do. If a manager hands off their card to someone else to authorize a clock-in or void, the manager's card is now out of their possession, and other functions than the intended use can be performed.

Relying on credentials that can be shared with other users complicates loss prevention investigations. How do you prove without a doubt that a transaction



was only performed by the authorized individual? An investigator has to turn to other evidence such as video to emphatically prove who performed the transaction in question.

In contrast, biometrics eliminates loaning out your credentials to others and ensures only the authorized manager processes voids and refunds.

**Biometrics Is the Solution**

- You don't lose your fingerprint
- You can't ask someone to clock you in
- You can't loan out your fingerprint
- If a fingerprint is used to authorize a transaction, you know that person was present
- It eliminates the loop holes associated with PINs and Swipe Cards



When employees touch the reader, the system quickly searches through their database of encrypted fingerprint templates to find a match. In just seconds, the authorized employee is signed-in and/or authorized to perform a task.

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—Wes Marco  
Director of IT, Hooters America

**Biometrics Thrive on Reliable Hardware**

Hooters tested multiple biometric-enabled POS systems in several of their locations. Key criteria for selection included:

- Meets and exceeds established requirements
- Offers flexible configurations
- Is preferred by employees
- Includes bonus features like: Built-In Battery, Water Resistant, Integrated Biometrics Reader
- Provides strong customer service to build a partnership

After a few days of use, the Posiflex touch screen terminals that integrated both the MSR and DigitalPersona fingerprint reader were selected. If other hardware packages were selected, Hooters would have had to use an external biometric USB device resulting in more cables and hardware to manage.

Now, when Hooters conducts loss-prevention investigations, they are more assured that the POS Sign-In logs are valid and no longer have to review time-consuming video to determine who performed which particular transaction.



**SNAPSHOT**

**Challenge:**

Prevent theft, improve productivity, and monitor time and attendance

**Solution:**

Biometric-enabled POS system, using DigitalPersona secure biometric technology and Posiflex reliable touch screen terminals



**DigitalPersona**

DigitalPersona offers a range of solutions, from software for protecting business information against unauthorized access in enterprises to fingerprint biometrics hardware and programming tools for embedding in applications.

**Posiflex**

Posiflex touch screen terminals for POS, retail, hospitality and health care are extensively field tested and have a long legacy of reliability. Over 30 patents for engineering innovation; aluminum housing for durability; resistive, infrared or projective capacitive touch options resulting in maximum uptime.

**Immediate Results**

- Eliminated Swipe Card Replacement Costs
- Reduced Helpdesk Calls for Cards and PINs
- Reduced Transaction Fraud and Food Costs
- Reduced Payroll Fraud Costs
- Eliminated Unauthorized Overrides

**The Key to Secure Transactions**

Eliminating the use of PINs and swipe cards, along with tracking time, attendance and access more accurately is the key to having secure transactions. In fact, the key to secure transactions is not a key at all — it's biometric-enabled POS systems powered by DigitalPersona and Posiflex.

See how Posiflex is built better



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Posiflex designs and engineers Point-of-Service terminals that deliver performance at a lower total cost of ownership. Since 1984, awarded with over 30 patents for innovation, Posiflex terminals are overbuilt, to overperform. With global presence and a comprehensive suite of services and peripherals, trust your Point-of-Service to perform at maximum uptime through revolutionary technology, reliable quality, reasonable pricing and recognized service.

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